

Grant ID: 1883

Title of Proposal: Community Cat Initiative - Orlando**Agency Type:** Non-Profit**Total Funding Requested:** \$25,000.00**Check Payable To:** Pet Alliance of Greater Orlando

Application Information

Demographics

Name of Applicant Agency: Pet Alliance of Greater Orlando**Website Address:** petallianceorlando.org**Person Submitting Proposal:** Cathy Rodgers**Position:** Development Director**Person Submitting Proposal Email Address:** crodgers@petallianceorlando.org**Agency Head:** Stephen Bardy**Agency Head Email:** sbardy@petallianceorlando.org**Organization Business Address:** 2727 Conroy Rd.**City:** Orlando**State:** FL**Zip:** 32839**Phone (xxx-xxx-xxxx):** 407-418-0904**Fax:****Cell:**

Agency Details

Date of 501(c)(3) Incorporation:**Dates of Last Fiscal Year: Begin:** 07/01/18 **End:** 06/30/19**Organization Income in Last Fiscal Year:** \$6,932,879.00**Organization Expenses in Last Fiscal Year:** \$6,925,002.00**Number of Paid Employees:** Full Time: 89 Part Time: 7**Number of Active Volunteers:** 0**Total Volunteer Hours per Week:** 0.00**How did you learn of the 2009 Florida Animal Friend grant competition?** Previous applicant**Year(s) of previous Florida Animal Friend grants (if applicable):****Previous Florida Animal Friend Applications:** Years Funded: 0 Year(s) denied/incomplete: 3**Auto-Generated (Previous Applications):**

Grant #	Proposal Year	Proposal Title	Status
1720	2017	Central Florida Spay/Neuter	Denied
1883	2020	Community Cat Initiative - Orlando	Funded

Describe your Organization:

Services Provided

- Open Admission Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other

Organization Structure:

- City, county, or tribal agency
- Private nonprofit agency
- TNR Group
- Rescue Group
- Other

List your current board of directors:

Name	Title	Phone	Occupation
Christine Elias	Member	321-231-5814	Realtor
Christine O'Neal	Member	407-592-2224	Owner - Delta Equestrian
Douglas Glicken	Chair	407-872-3300	Attorney
Erin Stepp	Member	904-386-2364	Director of Corporate Communications - AAA
Josh Powers	Treasurer	407-433-2376	EVP/CFO International Association of Amusement Parks and Attractions
Julie Axelrod	Member	407-701-9622	Community Advocate
Julie Sutphin	Member	407-701-6122	Sales Manager - KBHS Homes
Luke Partridge	Member	407-545-5550	VP Financial Analysis & Planning - SeaWorld Parks
Michael Thomas	Secretary	407-466-2641	Owner - John Michael Events
Paul McNamara	Vice Chair	407-297-7733	Executive Manager - Reed Nissan
Scott Swetnam	Member	321-262-8262	Veterinarian
Suzanne Magee-Fleming	Member	407-876-4764	SVP - Merrill Lynch Wealth Management

Applicant Qualifications

For your organization, in the last complete fiscal year:

4294 cats and 3153 dogs were admitted.

3953 cats and 2882 dogs were adopted.

275 cats and 260 dogs were euthanized.

8093 cats and 5396 dogs were sterilized.

Briefly describe your animal programs:

- Stray/Lost pet intake
 Foster Program
 Wellness services to understand pet owners
 Volunteer Program
- Owner surrendered animals
 Food Bank
 Cruelty investigation
 High volume spay/neuter clinic
- Lost and Found Program
 Behavior counseling
 Enforcement of ordinances
 Full service wellness clinic
- Adoption Program
 Disaster services

If your program performs adoptions, are all animals sterilized before adoption?

Yes

If not all, what percentage of animals are not currently sterilized before adoption?

If not all, how are animals selected for sterilization before adoption?

If not all, describe your sterilization policies and procedures for assuring sterilization after adoption:

Give additional background information on your organization's programs as they relate to this application and the qualifications of the personnel who will be in charge of this program. Show that you have the ability to carry out this program.

Pet Alliance of Greater Orlando has operated in the Central Florida community since 1937 as an animal shelter and later also a public veterinary clinic. In addition to performing spay/neuter to shelter and owned animals, Pet Alliance also provides spay/neuter surgeries for community cats. Before 2019, we partnered with CARE TNR and other local volunteer TNR programs to provide spay/neuter surgeries to cats they trapped. In 2019, we expanded our work with the launch of the Community Cat Initiative. In Orange County, the County provides spay/neuter surgeries to people who have 3-4 neighborhood cats while CARE TNR and other volunteer organizations focus on small colonies up to 25 cats. Pet Alliance saw that there was a need for an organization to focus on areas with colonies of 25 cats or more. From that, we developed the Community Cat Initiative. Pet Alliance has a full-time staff person that has been working for more than a year on this program. Using data from Orange County nuisance calls and surrender information, we determined the zip codes and neighborhoods with the highest number of community cats. Each week, our staff person and volunteers spends Tuesday and Wednesday canvassing the neighborhoods to educate and inform residents that a trapping event will occur. On Thursday, the traps are set and on Friday they are picked up and transported to Pet Alliance's Alafaya Clinic where they receive surgery. On Saturday, the cats are returned to their home. In the past year, more than 1,500 community cats have received surgery. Pet Alliance already has dedicated field and veterinary staff as well as a transport vehicle. We are setup to continue doing this work and growing this program with the ultimate goal of reducing the number of homeless kittens born in our community.

If you currently have a program for sterilization of cats and/or dogs, describe your current level of funding and productivity and why additional resources are needed?

The Community Cat Initiative received seed funding from several foundations including PetSmart Charities, Petco Foundation, Oakstone Foundation and Franklin's Friends. This funding combined with general donations helps cover the cost of the program. This year, PetSmart Charities changed its funding focus and we will not be receiving funding for this particular program so we are seeking out other funding sources to help cover the total cost.

Target Population

Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):	32803, 32825, 32822
Total human population in target area:	125073
Percent of residents living below poverty in target area:	15
Estimated number of pet cats in target area (human population divided by 3.3):	37901
Estimated number of pet dogs in target area (human population divided by 4.0):	31269
Estimated number of feral cats in target area (human population divided by 6.0):	20846
Number of cats admitted to animal control shelters in the target area last year (if known)	9921
Number of dogs admitted to animal control shelters in the target area last year (if known)	7272
Number of cats euthanized in animal control shelters in the target area last year (if known)	2581
Number of dogs euthanized in animal control shelters in the target area last year (if known)	1059
Please explain if you believe your target area animal population is significantly different than above. Believe these numbers are accurate	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: The most substantial source of cat overpopulation is unsterilized feral cats.	
What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs? Residents can take the animals to a private veterinarian, but they are responsible for the cost. Orange County Animal Services will respond to calls to spay/neuter up to 5 feral cats and return them. Care TNR will utilize volunteers to trap small groups of cats and then bring them to Pet Alliance or their other partners for spay/neuter. The current resources will only spay/neuter small numbers of cats. In order to significantly reduce the homeless cat population, large scale and consistent spay/neuter efforts are needed.	
Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant: <input type="checkbox"/> Pets in low-income families <input type="checkbox"/> Pit Bull / large breed dogs <input checked="" type="checkbox"/> TNR managed colonies of feral cats <input checked="" type="checkbox"/> Community cats (free-roaming and/or owned) <input type="checkbox"/> Other	

TNR Managed Colony Feral Cat Program/Community Cats (Free-Roaming and/or Owned) Program

Define the precise boundaries of the colony or targeted area, including estimate of square miles.

The targeted area includes zip codes 32803, 32825 and 32822. The approximate square miles of land in each of these areas are 32803 – 7 square miles, 32822 – 13 square miles and 32825 – 28 square miles. Within each of these zip codes, we determine a starting point and work outward from there. We mostly work in neighborhoods and communities, not in areas that are wooded or uninhabited.

What is the criteria used for determining the target area(s) and/or eligibility for this program?

Using information gleaned from Orange County Animal Services nuisance calls and turn-in data and Pet Alliance's own turn-in data, we identify areas with the largest number of complaints and cats. We also utilize information we learn by being out in the community and talking to residents. It is often the people living in these communities who know where the cats are concentrated. Having staff canvassing the neighborhoods on a weekly basis allows us to gain information on the location of colonies.

Describe whether the targeted area is rural, suburban, or urban. Is it commercial, residential, agricultural, or a designated special land use?

Suburban/urban

Estimated number of cats in the target colony area : 20846

Estimated number that are currently sterilized: 4000

Projected reduction after utilizing the grant: 2000

For TNR program, describe the ability to maintain lifelong care for remaining cats, commitment level of volunteers/organizations, etc.

All cats in the TNVR program (trap-neuter-vaccinate-return) are spayed and neutered and receive rabies and FVRCP vaccines. These procedures alone give outdoor cats the best defense to stay healthy and happy for the remainder of their lives. Many of these cats have caretakers that look out for them and provide extra care if needed. Pet Alliance will continue to work with caretakers and address any needs that may arise with cats that have already been TNVR'd. We always extend the offer to re-tr

Do current city/county ordinances address TNR or free-roaming cats?

No

Please explain what is allowed:

(NOTE: FAF will not fund any program this is inconsistent with local ordinances.)

For TNR program, list any groups or government agencies who support this TNR effort:

Orange County Animal Services

Describe any effort to lessen the negative impact on local wildlife.

The biggest impact is we are controlling the population and keeping it from growing which means less cats to impact wildlife. They get a rabies vaccine so that helps solve the public health concern.

Describe efforts that will be made to mitigate current or potential nuisance issues.

All efforts are made when we are in a trap zone to inform all the neighbors about the work we are doing so we can avoid complaints. When handling neighbors that have made complaints, information is presented to explain what TNVR is and how it will help the situation in the long term. Communication is key and humane deterrents are also provided to show we are listening to their concerns and making every effort to deliver results. We offer website links and handouts to these neighbors that help

Will the cats be ear-tipped? Yes

Will the cats be microchipped? No

Provide any additional information that will help the grant selection committee understand how this program will operate to achieve its goals.

Pet Alliance of Greater Orlando has been operating this program for more than a year. In doing so, we have managed to create an efficient and effective program that works in concert with community members to address the problem of unfixed feral cats. As an organization, we have committed a full-time staff person to the program and a long-term plan to continue the program for a minimum of seven years. We believe in this time frame, we will see a significant reduction in the number of homeless kit

Objectives

What do you hope to accomplish with these funds (objectives should be specific and quantifiable)?

Over the next twelve months, Pet Alliance will perform weekly TNR events within the boundaries outlined in this proposal. We project completing 50 total trapping events with two-weeks not occurring due to staff vacation. Pet Alliance projects that an average of 30 cats will be trapped each week for a total of 1,500 cats spayed/neutered over the course of the next year. In addition, Pet Alliance anticipates that another 500 cats will be brought to our veterinarian for TNR from CARE TNR and other small TNR groups that are working in coordination with us in the same geographic area.

How does this program increase the number of sterilization surgeries above the existing baseline?

Without this program, the number of sterilizations would remain the same as in previous years. This program is a targeted effort in a specific area that would increase the number of baseline spay/neuter surgeries by an estimated 2,000 in one year.

Methods

What criteria will you use to determine eligibility for your program?

Pet Alliance is utilizing Orange County nuisance call and cat intake data to determine the areas with the highest need for this program. In addition, since we started working in the field, we have received information from the community on areas that have high numbers of feral cats. Cross referencing this with County data has allowed us to continue to hone in on the areas with the largest numbers of cats.

How will you advertise the program? Explain how the advertising will reach the target audience.

The program will be communicated to people in the neighborhoods we are working in via door to door canvassing and flyers as well as on Pet Alliance social media and emails when appropriate. This has proven a successful way to communicate the program over the past year. In addition to letting people know what is being done, we often gain helpful information about the location of additional colonies in the area.

How will you address barriers to full use of the program such as transportation, illiteracy, and cultural hurdles?

Since the program is designed to go into the neighborhoods, the only potential barrier is language when informing people about the trapping events. Pet Alliance has developed Spanish language flyers that are used as needed to explain what is being done in the neighborhood and to keep any pet cats inside the evening of the trapping event.

Does this project involve the transportation of animals by someone other than the client? If so, describe the vehicles, methods for confinement, personnel training, liability releases used to assure the safety of the animals and handlers.

The cats will be transported for TNR surgery by Pet Alliance staff and volunteers. Traps will be placed and then used for transporting trapped cats. Pet Alliance has a dedicated transportation vehicle for this work. The vehicle is a small cargo van with air conditioning for the animals. The van is driven by Pet Alliance staff only, but volunteers may assist with the loading and unloading of cages. All volunteers are fully covered by Pet Alliance insurance and also receive training from staff on proper techniques

Veterinary Services

What arrangements have you made with veterinarians to perform the surgeries?

The veterinary services will be provided by Pet Alliance in-house veterinarians and their team.

Are they: In-house Private Vet(s) Combination

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Pet Alliance of Greater Orlando Alafaya Clinic	12050 E Colonial Dr	Orlando	FL	32826	407-351-7722	<input checked="" type="checkbox"/>

Fee Range

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) and not for other items such as vaccines, testing, licensing, and capital purchases.

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
Range for Female Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked: Required Yes, Fee to client No

	Required, Optional, or Not Offered	Fee to Client?
Examination	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabies Vaccination if Due	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other Vaccination if Due	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
HW Testing	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Feline Leuk/FIV	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
County License	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Ear tipping	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Microchip	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

None of the anticipated grant funds can be used for any of the above services, except for pain medication.

If necessary, please explain the procedures and fees described above:

N/A

Is this a voucher program? No**If so, how will you assure compliance with the program?****For your voucher program, how have you determined the capacity of the veterinarians listed above to handle the projected capacity?****Will you have the ability to report the number of vouchers issued and the percentage that result in S/N surgeries?**

Community Collaboration

To assure the success of your program, are there any local groups (such as rescue groups, animal control agencies, TNR groups, local businesses, local media, social service agencies, etc.) other than your organization and your cooperating veterinarians who are committed to assist?

Yes No

Please list them and detail their level of involvement with the proposed effort.

Name	Level of Involvement
CARE TNR	Works with Pet Alliance by providing volunteers to assist with trapping events. Also conducts its own trapping events in the same area and provides the volunteers, traps and transportation to and from Pet Alliance of Greater Orlando veterinary clinics for surgeries.

Other Information

Provide any additional information that will help the grant selection committee understand how the program will operate to achieve its goals.

Pet Alliance is committed to reducing the number of homeless kittens born in Orange County. Recognizing that this has been a problem in the community for many years, Pet Alliance decided to take the lead and develop its Community Cat Initiative to address this problem. We have built strong relationships with volunteers, community cat organizations like CARE TNR and Orange County Animal Services to implement and carry out this program. It is a long-term commitment and Pet Alliance has put the necessary staffing and plans in place to carry out the program until we see a drastic reduction in kitten surrender numbers. We feel that the work we've done over the past 16 months to develop and implement this program has set us up for continued success.

Budget

Total number of sterilization surgeries projected:

Cats: 2000 **Dogs:** 0

Total budget requested (Budget should not exceed \$25,000): \$25,000.00

Average cost/surgery projected: \$12.50

Describe any expenses that are not included in the grant and how they will be paid for (for example, vaccines, microchipping, ear notching, etc.):

The grant will cover 25% of the costs for 2,000 cats to be sterilized. The additional surgeries will be funded via other grants and fundraising. The total budget for the program includes the costs of surgery and other veterinary related expenses, community cat coordinator full-time staff person, marketing and other incidentals.

Describe any other funding sources for this program, i.e. other grants, targeted fundraising efforts, budget allocation, etc.

PetCo Foundation - \$65,000 Oakstone Foundation - \$10,000 General Fundraising - \$50,000

What percent of the total cost of the program would this projected grant cover?

15

Timeline

All projects must be completed within 12 months of receipt of funding.

Projected start date: 05/01/20/ **Projected end date:** 04/30/21

Unexpended funds

Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project.

Requests for extensions

Requests for time extensions are discouraged and not often granted. If it is imperative to request an extension, such request must be made in writing at least 30 days prior to the end of the project. It is FAF's policy to seldom grant more than a 30-60 day extension.

Failure to submit reports and requests within the required time period will impact your agency's future grant applications.

Future Funding to Sustain Public Spay/Neuter***Explain how the organization plans to fund this program in the future. Having sustainable plans including other grants, local donations and other services generating revenue enhances the chances of receiving this grant.**

Pet Alliance of Greater Orlando will fund the project in the future through continued partnership with foundation funders like PetSmart Charities, Petco Foundation, Oakstone Foundation and others. In addition, individual and corporate donors who have affinity for cat programs have been identified and are actively supporting this program. The City of Orlando also assists this program via a \$50,000 annual contract to provide spay/neuter services for City residents. Part of these funds can be approved for feral spay/neuter when requested. Lastly, any additional funding will come from general operation donations to the organization.

Promotion of Florida Animal Friend Spay/Neuter License Plate***Applicants selected for funding are expected to publicize their grant in support of their spay/neuter program and promote the sale of the Animal Friend license plate via press releases, newsletters, website links, social media, etc. Please describe your plan to promote the Florida Animal Friend Spay/Neuter License Plate. Grantees are required to submit documentation of promotional endeavors with their final report.**

Pet Alliance of Greater Orlando will promote the sale of the Animal Friend license plate via the following channels. Website: Florida Animal Friends will be listed with a logo, link and description on the partners section of our website. The Pet Alliance website receives more than 250,000 impressions each year. Social Media: Pet Alliance has more than 53,000 Facebook followers and 14,000 Instagram followers. We will promote the partnership quarterly through posts on our social media pages. Email: Pet Alliance will feature the Florida Animal Friends grant and license plate program two times per year in our monthly email newsletter. This is sent to 25,000 email addresses. Newsletter: Pet Alliance will feature the Florida Animal Friends grant and license plate program in one newsletter that is mailed to more than 7,000 homes during the grant year.